

# Instructional Terminology

GRAPHIC DESIGN 50.0409.00



## A

**A3** - A larger sheet typically used for posters and imagery that needs more visual impact, 11.7" x 16.5" paper

**A4** - The most versatile and common sized paper, 8.3" x 11.7"

**Accordion fold** - Folding paper by bending each fold in a different direction

**Additive color** - Digital colors seen in screen-based media

**Adjustment layers** - A non-destructive editing tool in Photoshop that allows you to edit lighting and color in an image

**Alignment** - the placement of graphics and text in relation to each other or to the edges of the design

**Analogous colors** - Grouping of colors that are adjacent to one another on the color wheel

**Art** - The expression of what is beautiful or appealing according to aesthetic principles

**Aperture** - The adjustable opening in a camera lens

**Art Movement** - Period of time in history that is marked by a specific style of art

**Ascender** - The stem of lowercase letters (such as k, b, and d) that ascenders above the x-height of the other lowercase letters in a typeface

**Asymmetrical** - Not identical on both sides of a central line

This Instructional Terminology is aligned to both the Program Blueprint for Instruction & Assessment as well as the Instructional Framework. It corresponds with the technical standards adopted May 2019. Use of content-specific terminology is provided to help identify consistent definitions.

## B

**Background** - Part of a page or image that is in the back

**Backlit** - Illuminated from behind

**Balance** - Relationship of objects' visual weight within a composition

**Baseline** - The imaginary line on which the characters in a typeface rest

**Bleed** - Describes a document that has graphics or images that extend to the edge of the document

**BMP** - A bitmap image file or that is a raster (pixels) graphics image file format used to store bitmap digital images

**Body copy** - The main part of any printed material

**Border** - The edge of a page that forms the outer boundary

**Brainstorming** - Gathering a list of ideas spontaneously

**Brand identity** - Collection of all assets (logo, typeface, color, package design, stationary, etc.) that a company creates to identify itself to its consumers

**Business card** - A card used by employees of a business to promote themselves and their business

## C

**Camera RAW** - See RAW

**Cap height** - The height of a capital letter in a typeface

**Cardstock** - Strong, sturdy, heavier paper typically used for documents that require durability

**Cloud-based storage (CBS)** - A storage method where data is stored on remote servers and can be accessed via the internet

**CMYK** - Subtractive color process. Use in printing process  
Color - The element of art that is produced by light being reflected off of an object

**Color psychology** - The study of hues as it relates to human behavior

**Column** - Vertical spaces where content is placed in a design

**Commercial** - Pertaining to commerce – selling or marketing

**Complementary color scheme** - Pairing of colors that are opposites on the color wheel

**Composition** - The arrangement of subjects and components in a work of art

**Constructive** - Carefully considered and meant to be helpful

**Content influencers** - The practice of engaging internal and industry experts, specifically working to help achieve measurable business goals. Essentially partnering with a person (influencer) who has a large network of people online who follow them and through your influencer and their blog, twitter, Instagram, snapchat, etc., help promote a product for a company

**Contrast** - Differentiation of elements within a composition (size value etc.) Creating in a design, the differences between color, value, texture, etc.

**Cool colors** - Colors that represent coolness. (Half of the color wheel.)

**Copyright** - The exclusive right to a publication, literary, dramatic, musical or artistic work. The copyright to an ad is generally owned by the advertiser, and a copyright symbol plus the year of publication must appear on the ad

**Counter** - The part of a letter that is fully or partially closed in letters such as O and B

**Creative Commons** - A license that enables the free distribution of otherwise copyrighted work

**Creative brief/design brief** - A document provided by a client or created with a client that provides information and direction for an advertisement, graphic or ad campaign

**Crossbar** - The horizontal bar connecting stems

**Curate** - Analyze, select, organize and present a body of work

## **D**

**Depth of field** - the distance between the nearest and farthest objects while still retaining a sharp focus in an image

**Descender** - The part of a lowercase letter that dips below the baseline, such as y,p,q

**Design** - The form and structure of a work

**Design brief** - A document of information gathered from or provided by a client that tells the designer the goals of the project, assets to be created, and specific criteria for effective completion of the project

**Diagonals** - Using diagonal lines to create tension and movement in the work

**Digital printing** - Best for short run printing. Uses electrostatic rollers—called “drums”—to apply toner onto the paper

**Display** - Typefaces that are more decorative often represent a specific mood or theme. Better used as titles (large) and difficult to read as body copy (small). (Example: Rosewood)

**DPI** - Dots per inch

**DSLR** - (Digital Single Lens Reflex) a camera that combines a digital image sensor with single lens reflex optics

## **E**

**Elements** - Line, shape, form, texture, pattern, color, space, value, and size

**Elements of art** - The foundational components of a work of art or design

**Emerging technologies** - Continue development of technology in areas such as media, business, science and education

**Emphasis** - Amount of importance given to visual elements

**Employer** - A person, business, or organization that hires and pays one or more workers

**EPS** - Encapsulated Postscript - An EPS file extension is a graphics file format used in vector-based images

**Experience** - Active involvement in an activity or exposure to events or people over a period of time that leads to an increase in knowledge or skill

## **F**

**Fair use** - Allows a small portion of copyrighted material to be used without permission

**Feedback** - Comments about and reactions to something, intended to provide useful information for future decisions and development

**Figure/ground relationship** - Finding contrast between the background and the foreground/subject

**File management** - The system of organizing and storing digital documents

**Fill the frame** - Filling the entire frame with your subject

**Flexography** - Used for printing on non-porous substrates including plastic, metallic films, cellophane, and paper, required for various types of food packaging

**Focus group** - A group of people assembled to provide opinions and feedback regarding a particular product or concept

**Font style** - Styles refer to different weights and appearances of a specific font family. This can include thin, light, regular, bold, condensed and italic

**Footnote** - A note at the bottom of an article

**Form** - The visual shape or configuration of an object

**Framing** - Using windows, doors and other objects to frame your subject

## **G**

**Glossy** - Paper with a shiny surface that absorbs ink to create higher clarity images used for printing photographic pieces that require sharp images

**Graphic design** - Visual communication that combines images, words, and ideas to convey information, a message

**Gravure** - An image is applied to a printing substrate by use of a metal plate mounted on a cylinder. The image to be reproduced is etched into metal plate, and bathed in ink during the process and then wiped clean before application to the substrate

**Grayscale** - Image composed of varying shades of gray from black as the weakest to white as the strongest

**Grid** - A template used in graphic design to aid in layout and organization of information and graphics

**Gutter** - Measured space between columns

## **H**

**Half fold** - Folding a paper in half

**Hangline** - Horizontal lines from which text and graphics are hung in a grid design

**Heading caption** - A heading is a title and the caption gives more information underneath the title

**Hex color** - Color is specified according to the intensity of its red, green and blue components each represented by eight bits. There are 24 bits used to specify a web color and 16777216 colors that may be so specified

**Hierarchy** - The arrangement or presentation of elements in a way that implies importance by utilizing contrast in size, color and placement

**High angle (Bird's eye view)** - Photographer is higher than the subject, looking down at the subject. (This gives the viewer a god-like feel as though they are above the subject.)

**Hue** - The name of a color; that is red or green blue or yellow

## **I**

**Illustrator** - A digital drawing program that uses vector graphics to create work

**Imposition** - Part of the pre-press printing process in which proper arrangement of pages takes place on the printer's sheet so as to obtain faster printing, minimize waste and simplify binding

**Infringement** - When a copyrighted work is used without the permission of the copyright owner

**Internet** - A global computer network which provides information while utilizing similar communications protocols

## **J**

**JPEG** - (Joint Photographic Experts Group) A format used for compressing image files. The most common file extension used for saving graphics. The drawback of JPEG files is that they lose quality the more they are opened and resaved

## **K**

**Kerning** - The space between individual characters

## **L**

**L\*a\*b** - Lightness, red green value, blue yellow value, color space

**Lasso tool** - A tool that allows you to create freehand selections

**Layer mask** - Non-destructive editing tool that allows you to selectively modify the transparency of the layer it belongs to

**Layers panel** - Panel used in Adobe software to organize elements of a design

**Leading** - The space between baselines of a typeface

**Leading lines** - Using lines to lead the viewer's eye through the work

**Legal size (paper)** - This size measures 8.5 inches x 14 inches

**Lens hood** - a protective device for the lens of a camera

**Letterhead** - Stationery asset that contains corporate name and contact information and is used for all formal documents within the company

**Letter size (paper)** - 8.5 inches by 11.0 inches which is the standard US Letter size paper

**Lighting stand** - A stand to support a light

**Line** - A mark that spans a distance between two points

**Logo** - A graphic representation or symbol of a company

**Lossless** - Compression of data without loss of information

**Lossy** - A mathematical formula for image compression

**Low angle (worm's eye view)** - Photographer is below the subject looking up at the subject. (This gives the subject an imposing and larger-than-life feel.)

**LPI** - (Lines per inch) How many lines of dots are in one inch

## **M**

**Magnetic lasso tool** - A tool that places anchor points along the edges of an object as you draw around it

**Malware** - Software that is designed to damage or disable computers and/or networks

**Margin** - Measured area around the edges of a document or page

**Matte paper** - The most commonly used paper type with a flat finish that allows ink to dry quickly

**Marquee tool** - A tool that creates simple rectangles, squares, circles or ellipses

**Mindmap** - A visual tool used to collect descriptive words related to a concept and find connections

**Mock-up** - Used to give the client a vision of a final design on a product. Usually used in product design

**Module** - Area created by columns and hanglines in a grid

**Monochromatic** - A monochromatic color scheme uses only a single hue (color) and its shades, tints and tones

**Motion blur** - A blur effect created by movement in an image

**Movement** - Flow that leads viewer's eye from one element to another within a composition

## **N**

**Non-destructive** - A method of editing that allow changes without changing the original image

## **O**

**Objective** - A goal or purpose

**Offset printing** - Best suited for higher volume printing. Uses etched metal plates that apply ink onto a sheet of paper

**Open counter** - The part of a letter that is open, as seen in M and N

**Operating System** - often shortened to "OS", the software that supports a computer's basic functions such as running applications and controlling peripherals such as Windows, Mac OS X and Linux

**OSHA** - Occupational Safety and Health Administration is the federal agency that protects workers in the US

## **P**

**Paper swatch** - Allows printer or designer to see a wide variety of paper samples in a single book

**Parent size** - When your project requires trimming, it will be printed on a larger sheet and then trimmed down to the desired size. This larger sheet is known as the Parent sheet

**Pattern** - Repeated visual element within a given area

**Perfect bound** - A booklet that has pages trimmed at the spine and held together by glue

**Phishing** - The fraudulent practice of sending emails purporting to be from reputable sources in order to obtain personal information or end users

**Photoshop** - Image editing software used for photo manipulation

**Pixelation** - When a bitmap image is displayed at such a large size that individual pixels are visible

**Pixels** - A square unit of light or color that makes up bitmap images on a computer screen. Short for Picture Element

**Polygonal lasso tool** - A tool that places anchor points to create straight-line selections on complex objects

**Point and shoot** - A camera that does not require manual adjustment of shutter speed, focus etc.

**Portfolio** - a set of pieces of creative work collected by someone to display their skills, especially to a potential employer

**Ppi** - Refers to the number of pixels there are in an inch of a bitmap image. The higher the number the better the quality and resolution of the image

**Preflighting** - The process of checking if the digital data required to print a design/project accurately and completely is present and valid

**Primary colors** - Red, yellow, blue. Foundational colors that cannot be made by mixing colors together

**Principles** - Contrast, repetition, alignment, proximity, hierarchy, balance, movement, emphasis, harmony, and unity

**Principles of design** - Arrangement of elements of design to create composition in a design

**Print substrate** - The base material onto which an image or text is to be printed

**Proportion** - A scaling of objects in relation to each other

**Proprietary rights** - The rights of a company to sell a product, or allow others to sell a product, based on a particular idea or design

## Q

**Quality assurance** - Maintenance of a desired level of quality throughout every stage of the design process

**Quick selection tool** - A tool that locates similar pixels of an image as you draw around it. Good for selecting very complex objects

## R

**Ransomware** - A malicious software designed to damage, limit or block access to a computer or program until a sum of money is paid

**Raster** - Made up of pixels and cannot be scaled up in size without losing resolution

**RAW** - A raw file is a collection of unprocessed data. This means the file has not been altered, compressed, or manipulated in any way by the computer. A popular type of raw file is "Camera RAW," which is generated by a digital camera

**References** - A statement concerning somebody's character or qualifications, usually given to a potential employer

**Registered trademark** - A symbol that precedes a word or symbol and is legally certified by the government

**Research** - Who is the target market? Who are the competitors? What is that industry like as a whole?

**Resume** - A summary of somebody's educational and work experience, for the information of possible future employers

**RGB** - Additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors on digital outputs

**Rhythm/pattern** - Repetition of similar objects or elements in a work of art

**Rough** - A more detailed thumbnail sketch that is drawn up to the actual size of the final work

**Royalty free** - A copyrighted item or piece of intellectual property that can be used without paying royalty fees

**Rule of thirds** - Dividing the image in thirds vertically and horizontally, placing the subject on an intersection point and/or placing elements of the image along the grid lines

**S**

**Saddle stitch** - A binding method that uses staples along a folded spine

**Sans Serif** - Typefaces with more simple geometric form characterized by a lack of serifs. (Example: Helvetica)

**Saturation** - Describes the intensity of a hue

**Scaling** - To change the size of an object or image

**Screen printing** - A process of creating print designs by using a single or set of mesh screens acting as stencils with ink being pushed through the screen in selective areas

**Script** - Typefaces characterized by the appearance of being hand-written with characters that often connect with each other. (Example: Mistral)

**Secondary colors** - Orange, violet, green. Colors created by mixing two primary colors together

**Sequence of movement in design** - How your eye is led from one area of a design to another

**Serif** - Typefaces characterized by a counterstroke at the end of each character's main stroke. (Example: Times New Roman)

**Service mark** - A legally registered name used like a trademark to distinguish an organization

**Shade** - A color in which black has been added to a pure color

**Shape** - The general outline of a geometric or organic object

**Shoulder** - The curved part of a letter seen on a lower-case m or n

**Shutter speed** - The time duration that the shutter is open and exposing the image sensor to light

**Simplicity** - absence of complexity used to create a visually appealing composition

**Size** - Scale of objects within a composition

**Skills** - The ability to do something well, usually gained through training or experience

**Smart Object** - enabling you to perform nondestructive editing to a layer while preserving an image's source content with all its original characteristics

**Social issue** - Any issue or topic that affects our society and us as individuals

**Space** - The area provided for a particular purpose

**Spine** - The curved part of the letter found in S

**Spiral bound** - Binding that uses a spiral or continuous wire or plastic

**Split-Complementary** - Grouping of a color with the two colors adjacent to its complementary color from the color wheel



**Spot color** - A color printed using a single run

**Stationery** - Writing paper and other matching assets

**Stem** - The vertical bar created in capital letters

**Strobe** - A strobe light is for intermittent lighting

**Subtractive Color** - Mixing of a limited set of dyes inks paint pigments or natural colorants to create a wider range of colors

SVG - Scalable vector graphics, open standard (not software specific)

**Symmetrical** - The subject is divided equally on both sides (vertical or horizontal)

## **T**

**Tabloid size (paper)** - This size measures 432 x 279 mm or 17 x 11 inches

**Tagline** - A phrase or catchword that becomes identified with something specific

**Temporary storage** - The location you will store work and assets that you are using on a current project

**Tertiary colors** - Colors that lie in between a primary and secondary color on the color wheel

**Texture** - The tactile quality of a surface

**Thermography** - The piece is printed and while the ink is still wet, resin is sprinkled and exposed to heat. The resin and ink fuse together, raising the lettering in an effect that's similar to engraving for a fraction of the cost

**Thumbnail sketch** - Small, quick sketches that are used to explore a number of design ideas

**TIFF** - Lossless compression format that allows you to maintain the integrity of a raster graphic (bitmap). Universal file format

**Tint** - A color in which white has been added to a pure color

**Tone** - Hue that has gray added

**Tracking** - Uniformly manages the space between all letters in terms of text

**Trademark** - A name, symbol, letter, word or mark used by a manufacturer or business to designate specific goods. A trademark is proprietary

**Tri fold** - Two folds that fold into one another creating 3 distinct panels

**Typography** - The arrangement of esthetics of letter forms

**Type** - The language in visual form

## **U**

**Unity** - Ability of various graphic elements to form a cohesive whole

**UI (user interface) design** - The visual design of digital interfaces

**UX** - Process of improving user satisfaction through usability, accessibility, and desirability of a product

## **V**

**Value** - Refers to the level of luminosity—lightness or darkness—of a color

**Vector** - A graphic element that is created using anchor points

## **W**

**Warm colors** - Colors that represent warmth. (Half of the color wheel)

**Web analytics** - A generic term meaning the study of the impact of websites and its users

**Web offset printing** - A form of offset printing using a continuous roll of paper fed through a printer with the pages being cut and separated after printing. Typically used for high-volume publications

**Wireframe** - A visual representation of a user interface used to define a hierarchy of stripped of any visual design or branding elements

## **X**

**X-height** - Traditionally, x-height is the height of the lower-case letter x. As a general rule, it is the height of the body of lowercase letters in a font, excluding the ascenders and descender

## **Y**

## **Z**

**Z fold** - Two folds that fold in opposite directions creating 3 distinct panels